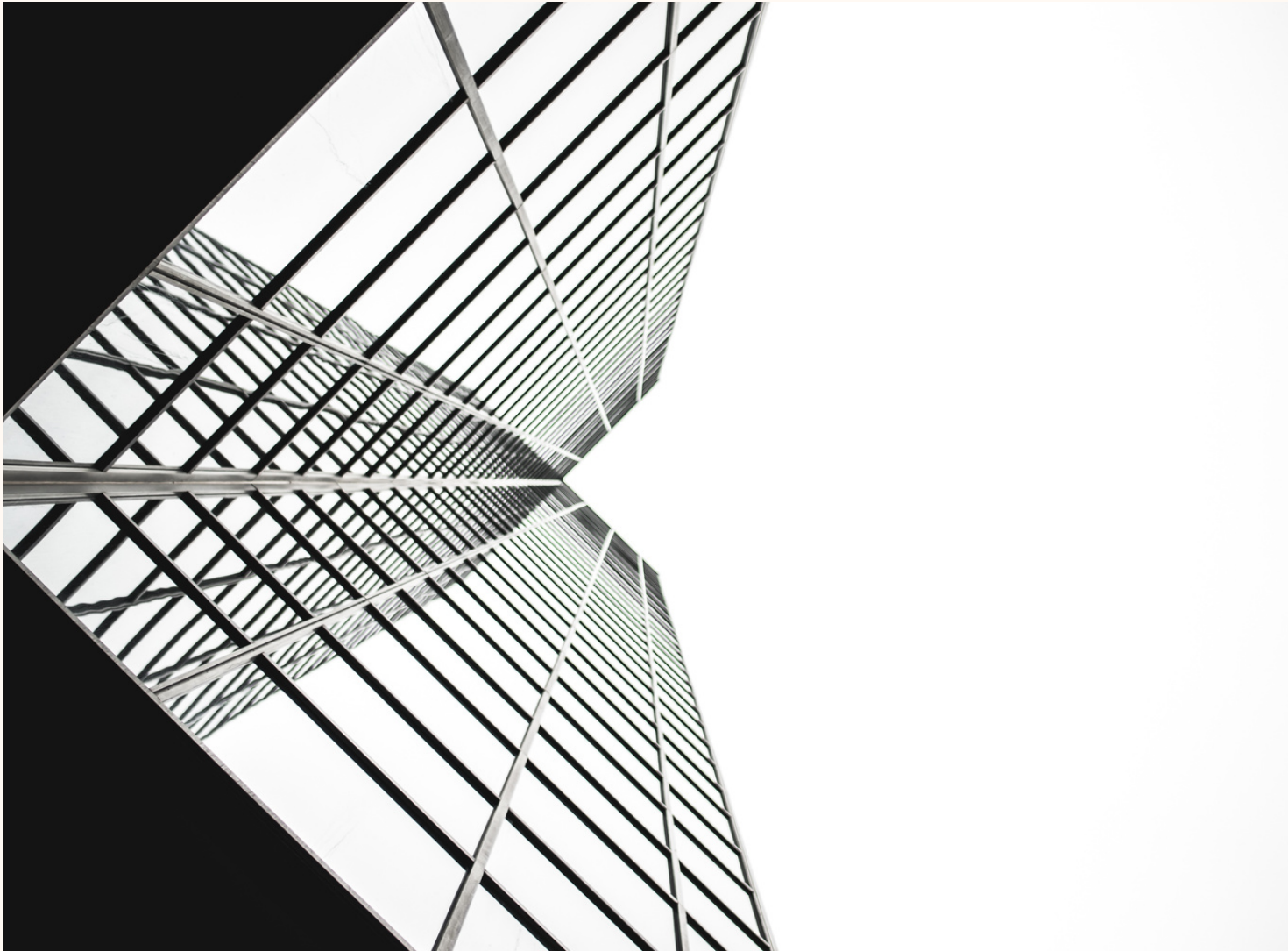


SPONSORSHIP AND EXHIBITOR PROSPECTUS



Marketing Forum
May 17-19, 2023 | Caesar's Palace | Las Vegas, Nevada



WELCOME! WE ARE EXCITED TO BRING EVERYONE TOGETHER IN LAS VEGAS.

The Marketing Forum brings together financial services marketing professionals from life, retirement and workplace benefits who focus on all areas of marketing, including product, consumer, producer, digital and strategy, as well as research, consumer insights, communications, advertising and branding.

Designed for insurance industry marketers, by insurance industry marketers, the Marketing Forum offers attendees the opportunity to actively engage with their peers to share best practices and discussed shared challenges in the context of the insurance space.

By promoting your company at the Marketing Forum, you are in an ideal position to generate leads with key professionals in the marketing space. Our sponsorships will assist you in building brand awareness with target audiences the produce opportunities and value well beyond the conference.

Who Attends

38%

Middle Management
reporting directly to
Senior Management

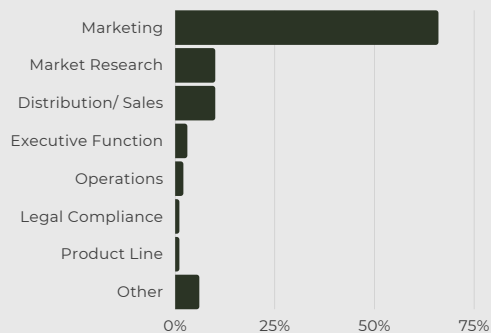
28%

CEO/President, C-Level
Executive, Senior
Management, Business
Line Head

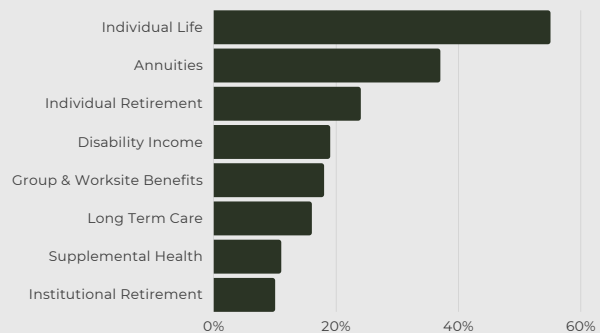
27%

Team Leader,
Supervisor, Associate,
Specialist

Job Function



Line of Business



Sponsorship Opportunities

WELCOME RECEPTION

\$10,000

- Opportunity to welcome attendees to the Marketing Forum
- Introduction at reception and 2-3 minute opportunity to address attendees
- Sponsorship signage during reception
- Recognition from podium during General Session the morning following the reception
- Attendee list issued three weeks prior to the event



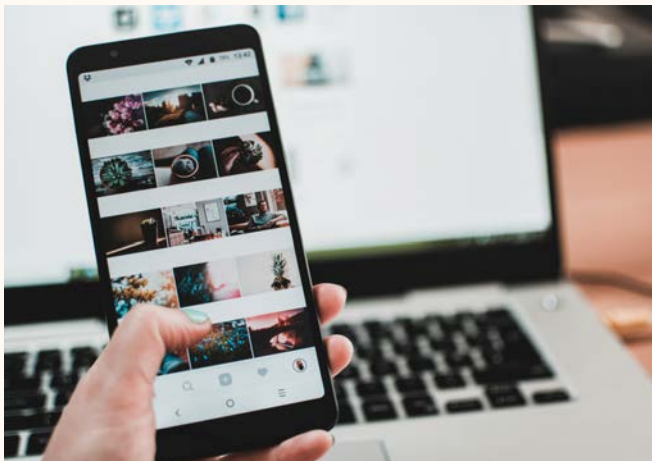
Boost your engagement level, create a positive perception of your brand and enhance the attendee experience by sponsoring additional brand activations.

Contact for Details

WIFI SPONSOR

8,000

- Sponsor complimentary WIFI in the conference space for all attendees
- Opportunity to customize WIFI login and password (If available at property)
- Sponsorship acknowledgment with company logo in conjunction with all reference to WIFI details
- Attendee list issued three weeks prior to the event



MOBILE APP SPONSOR

\$8,000

- Sponsor the app that provides forum information including session schedule, daily events and exhibitor listings
- Prominent advertising placement on mobile app (sponsor design)
- One push notification on mobile app
- Sponsorship acknowledgment with company logo in conjunction with mobile app details
- Attendee list issued three weeks prior to the event

Breakfast Sponsorship

\$7,000

- Sponsorship signage displayed during attendee breakfast
- Sponsorship listing on Forum signage and slides
- Recognition from podium following breakfast
- Sponsorship listing on mobile app
- Push notification on mobile app
- Attendee list issued three weeks prior to the event



Lunch Sponsorship

\$8,000

- Sponsorship signage displayed during attendee lunch
- Sponsorship listing on Forum signage and slides
- Recognition from podium following lunch
- Sponsorship listing on mobile app
- Push notification on mobile app
- Attendee list issued three weeks prior to the event

All-Day Break Sponsorship

\$5,000

- Sponsorship signage displayed during networking breaks
- Sponsorship listing on Forum signage and slides
- Recognition from podium following session break
- Sponsorship listing on mobile app
- Push notification on mobile app
- Attendee list three weeks prior to the event



Contributing Sponsor

\$5,500

- One complimentary Forum registration
- Sponsor recognition on Forum website
- Attendee list three weeks prior to the event

REGISTRATION



REGISTRATION DESK

\$15,000

The Registration Desk is the first stop for all conference attendees as well as throughout their conference experience. This is a prime location to showcase your brand as the exclusive registration sponsor.

Lanyard

\$10,000

Every attendee will wear this branded lanyard with their conference badge for the duration of the conference. Your company logo will be prominently branded on the lanyard.

Key Card

\$10,000

Put your brand in the hands of all attendees with this highly visible opportunity. Your brand is the first thing they will see when checking into the hotel and each time they enter their room.

Exhibitor Package

\$4,200

- One complimentary conference registration; two additional attendees at LIMRA member rate
- One 6-foot skirted table with electrical outlet (Table-Top or limited displays permitted)
- Exhibitor listing in Conference brochure and on-site program
- Exhibitor listing on mobile app and conference slides
- Sponsorship listing on conference website
- Advance registrant/attendee list issued three weeks prior to event



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/ or creating a custom sponsorship package? We offer bundled sponsorship discounts and will gladly work with you to create a customized package that meets your organization's individual needs.



Hotel/ Venue Information



CAESARS PALACE

3570 Las Vegas Boulevard South
Las Vegas, Nevada, United States, 89109
(866) 227-5938

Make you reservation by April 14, 2023 to receive the LIMRA group rate. Hotel rates will increase after April 14th or when the meeting room block is sold out- whichever occurs first.

*THANK YOU,
AND WE LOOK
FORWARD TO
WORKING WITH
YOU.*